

Empower your Marketing Team

Unleashing the Potential of CPQ

Introduction

In the ever-evolving world of marketing, professionals face various challenges when it comes to promoting and selling complex products or solutions. CPQ (Configure, Price, Quote) solutions have emerged as a crucial tool, revolutionizing the way marketing teams operate.

Marketing leaders are thinking more about lead generation KPI's and how to reach their customers across digital touchpoints. As manufacturers, that can be a daunting task. After all, customers need customized products to solve very specific challenges. It takes more than a digital marketing campaign to engage prospects and customers in a meaningful way.

Let's look at the importance of CPQ for marketing professionals and how it empowers them to enhance accuracy, efficiency, collaboration, and customer satisfaction in their work.

CPQ Advantages for Marketing

Accurate and Consistent Product Information:

CPQ serves as a centralized location for product information, specifications, and pricing rules. Product management and product marketing professionals can access up-to-date and accurate data, ensuring consistency across marketing materials. This accuracy builds trust with potential customers, as marketing teams can confidently communicate product features, benefits, and pricing information. CPQ enables marketing professionals to deliver compelling and accurate messages, effectively positioning products in the market.

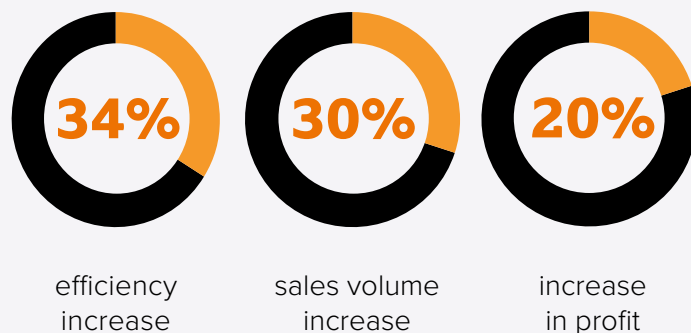
Visual Configurations of Custom Products:

Implementing a visual configurator can make all the difference. Instead of leaving visuals to the imagination of the buyer it's possible to capture their attention with 3D visualization of your product right from a website. Visuals help your potential customer process and understand the look and feel of your product.

Create the optimal solution with Guided Selling:

In addition to visualizations, guided selling is another solution your marketing team can make great use of. Guided selling is a lot like your best sales rep asking questions about specific needs. Your best sales rep has limitations, but guided selling doesn't. The tool quickly puts together the optimal solution for your customer based solely on their individualized needs. When powered by a CPQ tool, guided selling enables your marketing team to generate leads by empowering customers to configure custom products.

Annual Impact working with Tacton CPQ:



Collaboration with Sales Teams:

CPQ solutions foster collaboration between marketing and sales teams, promoting a unified approach. By providing a shared platform for product information, pricing, and quoting, CPQ facilitates seamless communication and collaboration. Marketing teams can work closely with sales teams to define pricing strategies, promotional offers, and sales campaigns. This collaboration ensures consistent messaging, enhances cross-functional alignment, and maximizes revenue opportunities.

Market Insights and Analytics:

CPQ systems capture valuable data throughout the quoting and sales process. Marketing professionals can leverage CPQ analytics to gain insights into customer preferences, market trends, and product performance. These insights enable marketing teams to refine their strategies, identify target markets, and optimize product offerings. By leveraging data-driven insights, marketing professionals can make informed decisions that drive business growth, improve ROI, and gain a competitive edge.

Customer Self-Service Capabilities:

CPQ solutions often include self-service portals where customers can configure products independently and generate instant quotes. Marketing professionals can leverage these portals to empower customers and enhance their self-service experience. By providing user-friendly interfaces and intuitive configuration options, marketing teams can improve customer satisfaction and reduce the burden on sales teams for routine transactions. This self-service capability also provides valuable data on customer preferences and buying behavior.

In Closing

CPQ solutions have become indispensable for marketing professionals, transforming the way they operate and enabling them to achieve greater accuracy, efficiency, collaboration, and customer satisfaction. By leveraging CPQ, marketing teams can access accurate product information, create personalized marketing collateral, streamline quoting processes, collaborate effectively with sales teams, gain valuable market insights, and enhance the customer experience through self-service capabilities. Implementing a robust CPQ solution equips marketing professionals with the necessary tools to optimize their workflows, drive engagement, and contribute to revenue growth in today's competitive landscape.

What's next?

Let's discuss your business and how Tacton can help create a fast and flawless selling process!

[Let's talk!](#)



Tacton is a leading SaaS company trusted by global manufacturers. Tacton Trusted Configuration simplifies sales for manufacturers of complex products. Tacton's Configure Price Quote software is named a Leader by Gartner in the Magic Quadrant for CPQ Application Suites and is recognized for its advanced product configuration and visualization capabilities.

Tacton's founders pioneered computer-based product configuration which today powers Tacton CPQ and CAD Design Automation. Since 1998, Tacton is trusted by global customers such as ABB, Daimler, MAN, Scania, Siemens, Xylem, and Yaskawa. It is co-headquartered in Chicago and Stockholm, with regional offices in Karlsruhe, Warsaw, and Tokyo.

[Tacton Systems AB](#) / Info@Tacton.com / Tacton.com